

SHARP POINT
PENCIL

A Page of Ideas for Enterprising Fountain Pen Dealers

SELF-FILLING
PENS

Prepared by A. W. SHEAFFER PEN COMPANY

8000 Dealers

FORT MADISON, IOWA, JANUARY, 1921

6,000,000 U.S.

How a Western Retailer Tripled "Life Time Pen" Sales in Less Than Month

Nine out of ten men who step into Robert W. Combe's store at Kansas City, intent on buying an ordinary medium-priced pen, walk out with a "Life Time" Sheaffer—plus a broad smile of satisfaction. The customer is happy over having found the pen he'd always longed for, and Mr. Combe is even more elated, for he has just finished ringing up \$8.75 in his cash register, netting him a very handsome profit.

Cashing in on human curiosity and clearly explaining the merits of the pen to the prospective purchaser are responsible for Mr. Combe's success. The first is easily accomplished by displaying the sign and window cut-out which is furnished free of charge and illustrated in the second column.

The 6 main talking points are briefly as follows:

1. Extra large reservoir for ink—busy man not bothered with refilling pen.
2. Extra heavy Number 8 nib with selected native iridium point, made by our master nib maker.
3. Writes at any angle. Every surface smooth as velvet. Positively will not scratch.
4. Withstands hardest usage, hence the name "Life Time Pen."
5. Unusual pressure can be put on pen point, as in making carbon copies.
6. Popular Chased Finish, \$8.75. With gold band and clip, \$10.

The best evidence of Mr. Combe's success in selling Sheaffer "Life Time Pens" is contained in a recent letter which reads:

"About 4 weeks ago we ordered 18 doz. Life Time Pens for shipment first of next month. Kindly change shipping instructions to read 'at once,' as we are entirely out.

"At the time of placing the order we had about 18 doz. in stock and felt confident they would carry us over, but the sale on this number has exceeded our expectations to the extent that we have none on hand.

"We have found the 'Life Time Pen' the most popular one in the whole Sheaffer Line."

COMBE'S

Kansas City, Mo.

(Extract from Letter)

About 4 weeks ago we ordered 18 dozen Life Time Pens for shipment first of next month. Kindly change shipping instructions to read "at once," as we are entirely out.

R. W. Combe

COME IN AND TRY
THE LIFETIME PEN
A NEW SHEAFFER FOUNTAIN PEN



The window sign above got the public to stop, look and enter, and Mr. Combe says that most people want to satisfy their curiosity.

This large, attractive cut-out of the gold banded Life Time Pen has proved to be a real trade drawing magnet in the windows of Sheaffer dealers.

This window sign and cut-out of gold banded Life Time Pen furnished free of charge to Sheaffer Dealers.

Prudential Engrosser Praises Flexibility of Sheaffer Pen

When Mr. B. A. Dolan, Engrosser for the Prudential Insurance Company of America, speaks of pen performance its time to sit up and take notice for he is acknowledged to be one of the few "supermen" in America today, as the reproduction of his letter below clearly proves. In his work at the home office in Newark, New Jersey, Mr. Dolan searched for years to get hold



Engrosser Dolan and His Sheaffer Companion.

a pen that would best answer his requirements. Not until he thoroughly tested the Sheaffer did he find an instrument that he could conscientiously pronounce "perfect" when judged from the main requisites of extreme flexibility and excellent satisfactory performance. Mr. Dolan says: "I wish to thank you most heartily for your painstaking efforts in furnishing me the pen of my requirements. It is indeed a 'Perfect Writing Instrument,' and I cannot speak highly of this pen."

Newark, N. J. 5th St. Oct 4, 1920

Wm. A. Sheaffer Pen Company
Fort Madison, Iowa
Iowa, U. S. A.

Dear Sirs—

I wish to thank you most heartily for your painstaking efforts in my behalf in furnishing me with the pen of my requirements. This indeed is a 'Perfect Writing Instrument' and I cannot speak highly of this pen.

Again thanking you and wishing you believe me to be,

Yours very truly
B. A. Dolan
Engrosser

The Prudential
261 7th Broad St

The above letter was written with the Sheaffer Pen

The above Letter was written with a Sheaffer Pen

SHEAFFER'S
SELF-FILLING
PENS

PROFIT TIPS

SHEAFFER'S
SHARP POINT
PENCIL

A Page of Ideas for Enterprising Fountain Pen Dealers

Prepared by the W. A. SHEAFFER PEN COMPANY

Free Dealer Helps

FORT MADISON, IOWA, APRIL, 1921

Free Cut Service

SHEAFFER'S PEN PENCIL



Painted by Cole Phillips expressly for the W. A. Sheaffer Pen Co.

A Gift of Irresistible and Enduring Charm

NOWHERE will you find a more pleasing or acceptable gift for Weddings, Birthdays or Graduations than the SHEAFFER Giftee Set—the De Luxe expression of sentiment and admiration.

The beauty, symmetry and mechanical excellence of this rare combination of efficient writing instruments make the SHEAFFER Giftee Set "a thing of beauty and a joy forever."

W. A. SHEAFFER PEN COMPANY, Fort Madison, Iowa

New York Chicago Kansas City Denver San Francisco

Set No. 1R, Sterling Silver, \$13.50—illustrated. Individual Pens, \$2.50 to \$50. Individual Pencils, \$1 to \$50

AT THE BETTER DEALERS EVERYWHERE



Realizing that "1921 Will Reward Fighters" and that business will be good for those who go after it, we are stimulating sales for SHEAFFER dealers with an intensive advertising campaign this Spring.

In the March issue of Profit Tips we reproduced the April advertisement which carries a special appeal to the

big business executive. The advertisement above will appear in the principal June publications, and features the Giftee Set as a remembrance of irresistible and enduring charm for weddings, birthdays and graduations.

The April and June advertising schedule follows: Full pages in April issues of Adventure, Argosy, All

Story, Red Book, Ainslee's, Santa Fe, Short Stories, Smith's, Popular, People's, Rock Island, Top Notch and Detective Story; also June issues of Metropolitan, World's Work, National Geographic, Review of Reviews, Popular Science, Rock Island and Santa Fe. Note the prominent display line, "AT THE BETTER DEALERS EVERYWHERE."

Address communications to Sales Department, W. A. SHEAFFER PEN COMPANY, Fort Madison, Iowa

Dealer Co-operation

FORT MADISON, IOWA, MARCH, 1921

Dealer Protection

SHEAFFER'S

LIFE TIME PEN

Painted by Cole Phillips expressly for W. A. Sheaffer Pen Co.



Life Time Pen illustrated with clip, \$8.75



Adopted by Men Who Write in Big Figures

THE "Life Time" SHEAFFER is the most important advancement in Fountain Pen manufacture since the original lever-filler, which was invented by W. A. SHEAFFER. It is larger than the ordinary fountain pen and holds a much greater supply of ink.

Its extra heavy gold nib with indestructible iridium point writes with perfect

smoothness and will stand the extra pressure necessary to make clear carbon copies—five, if necessary, just as easily as the hardest lead pencil.

W. A. SHEAFFER PEN COMPANY
301 Sheaffer Bldg Fort Madison, Iowa

New York Chicago Kansas City
Denver San Francisco

AT THE BETTER DEALERS EVERYWHERE

1921--Our Biggest Advertising Year

1. Mr. Coles Phillips and other famous artists, popular with the American public, will continue to produce beautiful paintings expressly for SHEAFFER advertisements.

2. These attractive paintings will be reproduced on our window display cards, posters and folders which will be distributed free to SHEAFFER dealers.

3. It is our policy to forever foster those

fundamental principles upon which we think our success has been built, namely, to construct our products with quality materials and workmanship, and to continue our policy of dealer co-operation.

4. We will continue to operate service stations in some of the larger cities for the convenience of our dealers so that repairs and rush orders can be handled with a minimum of delay.

"At the Better Dealers Everywhere" Featured in Sheaffer Advertising

Unlike most of the pen and pencil advertising SHEAFFER advertising in no way resembles "mail order copy." Please observe in this connection that we place special emphasis on the fact that SHEAFFER Pens and Pencils are sold by the leading Jewelers, Stationers and Druggists. Notice the display line "At the Better Dealers Everywhere" which appears in capital letters in the advertisement shown to the left.

Even though the average purchaser instinctively goes to one of these three stores to buy his pen or pencil, we want to make it clear that SHEAFFER products are sold only by the regular trade, and not direct by mail or through manufacturer's retail stores established in the larger cities. This, of course, is in furtherance of the SHEAFFER Policy of Dealer Protection.

However, as explained in a previous Profit Tips page, should the consumer write direct to us for a SHEAFFER Pen or Pencil the SHEAFFER dealer will receive a "Profit Sharing Check" so that he realizes as much on the sale as though he made it over his own counter.

Advertising Authorities Praise Sheaffer Advertising

That SHEAFFER advertising is rapidly gaining the recognition of national authorities is forcibly brought out by the article which appeared in the November 25th issue of Printers' Ink, America's Foremost Advertising Publication. This article, combined with the complimentary letters which we have received from the trade, convinces us that the high type of SHEAFFER advertising is dominating the Pen and Pencil field and daily building up a consumer demand that progressive dealers can easily turn to profit.

Address communications to Sales Department, W. A. SHEAFFER PEN COMPANY, Fort Madison, Iowa

Profit Tips

A Page of Ideas for Enterprising Fountain Pen Dealers

PREPARED BY THE W. A. SHEAFFER PEN COMPANY

Dealer Cooperation
CHICAGO

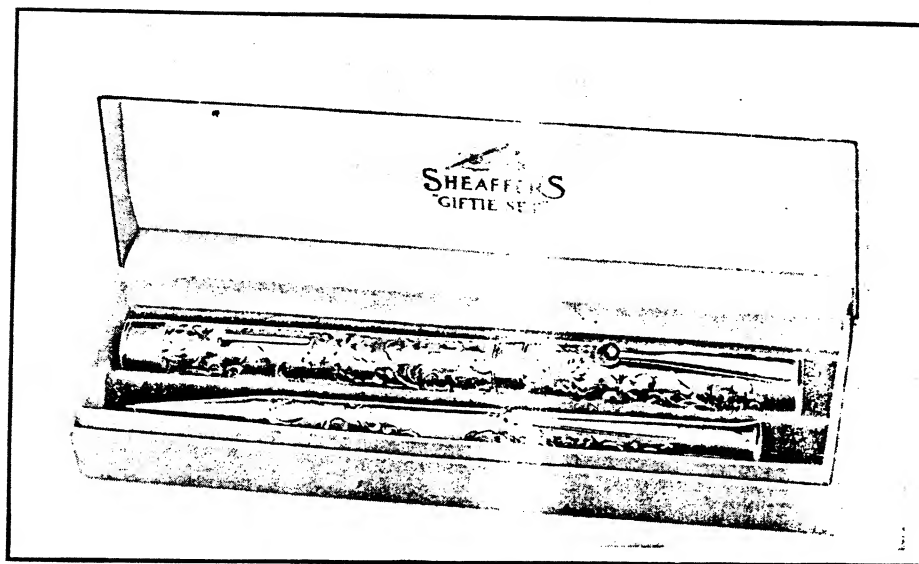
NEW YORK

FORT MADISON, IOWA, JULY, 1921

KANSAS CITY

DENVER

Dealer Protection
SAN FRANCISCO



“I’m sorry, but they’re all gone”

EVERY time you must say that to a customer you lose a profitable sale.

SHEAFFER’S Giftie Sets are not solely seasonal gifts—*bear that in mind*. Every day of the year there are thousands of weddings—thousands of birthdays—thousands of reasons for tokens of esteem. And with SHEAFFER advertising widening, the demand for

these charming sets intensifies. Keep a representative stock on display, increasing it prior to September, December and June, the big months.

For your convenience we show the list retail prices of SHEAFFER’S Giftie Sets below. We allow you your regular discount. Check the quantity you want below, tear out and mail today. Every sale assures you a handsome profit and a satisfied customer.

W. A. SHEAFFER PEN COMPANY, Sales Dept. 16, Fort Madison, Iowa

SEND ME GIFTIE SETS CHECKED BELOW, AT REGULAR DISCOUNT.

Standard (full length) Sets		Midget Sets, with Ring	
Set No. 1	—Plain, Sterling Silver	Set No. 1M	—Plain, Sterling Silver
Set No. 2	—Plain, Rolled Gold	Set No. 2M	—Plain, Rolled Gold
Set No. 3	—Plain, Solid Gold	Set No. 3M	—Plain, Rolled Gold
Set No. 1SC	—Chased, Sterling Silver	Set No. 1MSC	—Chased, Sterling Silver
Set No. 2SC	—Chased, Rolled Gold	Set No. 2MSC	—Chased, Rolled Gold
Set No. 1R	—Ribbon Lined, Sterling Silver	Set No. 1MR	—Ribbon Lined, Sterling Silver
Set No. 2R	—Ribbon Lined, Rolled Gold	Set No. 2MR	—Ribbon Lined, Rolled Gold
Set No. 3R	—Ribbon Lined, Solid Gold	Set No. 3MR	—Ribbon Lined, Solid Gold
Set No. 1CR	—Checked Design, Sterling Silver	Set No. 1MCR	—Checked Design, Sterling Silver
Set No. 2CR	—Checked Design, Rolled Gold	Set No. 2MCR	—Checked Design, Rolled Gold
Set No. 3CR	—Checked Design, Solid Gold	Set No. 3MCR	—Checked Design, Solid Gold
Set No. 1HE	—Hand Engraved, Sterling Silver	Set No. 1ME	—Hand Engraved, Sterling Silver
De Luxe Set	—De Luxe Engraved, Solid Gold	De Luxe Set	—De Luxe Engraved, Solid Gold
	\$ 13.00		\$ 11.00
	15.50		13.50
	60.00		47.00
	13.50		11.50
	16.00		14.00
	13.50		11.50
	16.00		14.00
	68.00		55.00
	13.50		11.50
	16.00		14.00
	68.00		55.00
	18.00		16.00
	105.00		88.00

Signed City State

Profit Tips

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PREPARED BY THE W. A. SHEAFFER PEN COMPANY

Dealer Co-operation
CHICAGO

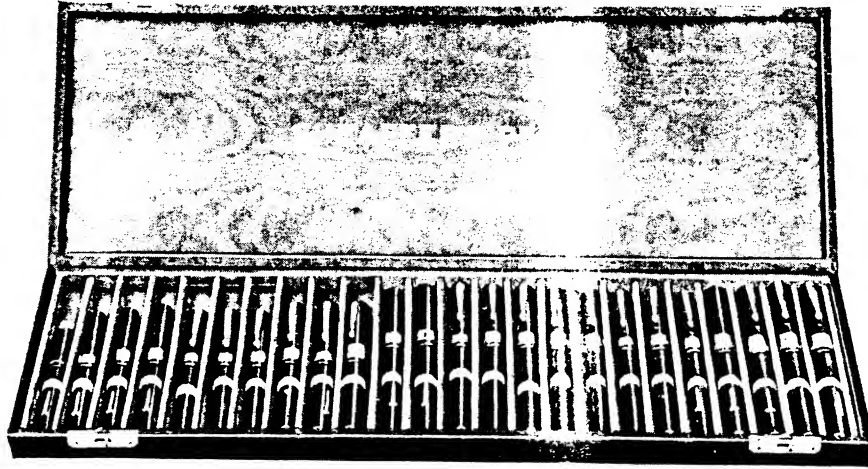
NEW YORK

FORT MADISON, IOWA, AUGUST, 1921

KANSAS CITY

DENVER

Dealer Protection
SAN FRANCISCO



This Famous Sheaffer Ebony Line Yields Handsome Profits

You always have a class of trade that takes pride in the pen they use—a class that is discriminating, a class that wants the best in quality.

Show them the finest pens made—Sheaffer's Ebony assortment. Each pen banded with solid gold. Rich jet black polish—pens of unmistakable aristocracy and quality. And, considering the high pen character, the prices are most reasonable.

We furnish you a two-dozen case assortment in beautiful plush-lined case that sets the pens off stunningly. Take the case with you when you call on your customers. Many sales can be made by personal calls. Point out to your trade, too, that these pens are hand made by finished craftsmen. This Ebony line is being vigorously advertised to the class to whom such pens appeal.

Quantity	Catalog No.	List Price	Total
2	29 $\frac{1}{2}$	\$5.00	\$10.00
3	29 $\frac{1}{2}$ S	5.00	15.00
1	29S		6.00
3	29MC	6.50	19.50
1	29 $\frac{1}{2}$ C		5.00
5	29C	6.00	30.00
2	29SC	6.00	12.00
3	49C	7.50	22.50
2	49SC	7.50	15.00
1	59C		8.50
1	89C		13.00

\$156.50

W. A. SHEAFFER PEN COMPANY,
Fort Madison, Iowa, Dept. O. A. 15.

Send us Ebony Assortment and case, at our regular discount.

Name

Address

City..... State.....